

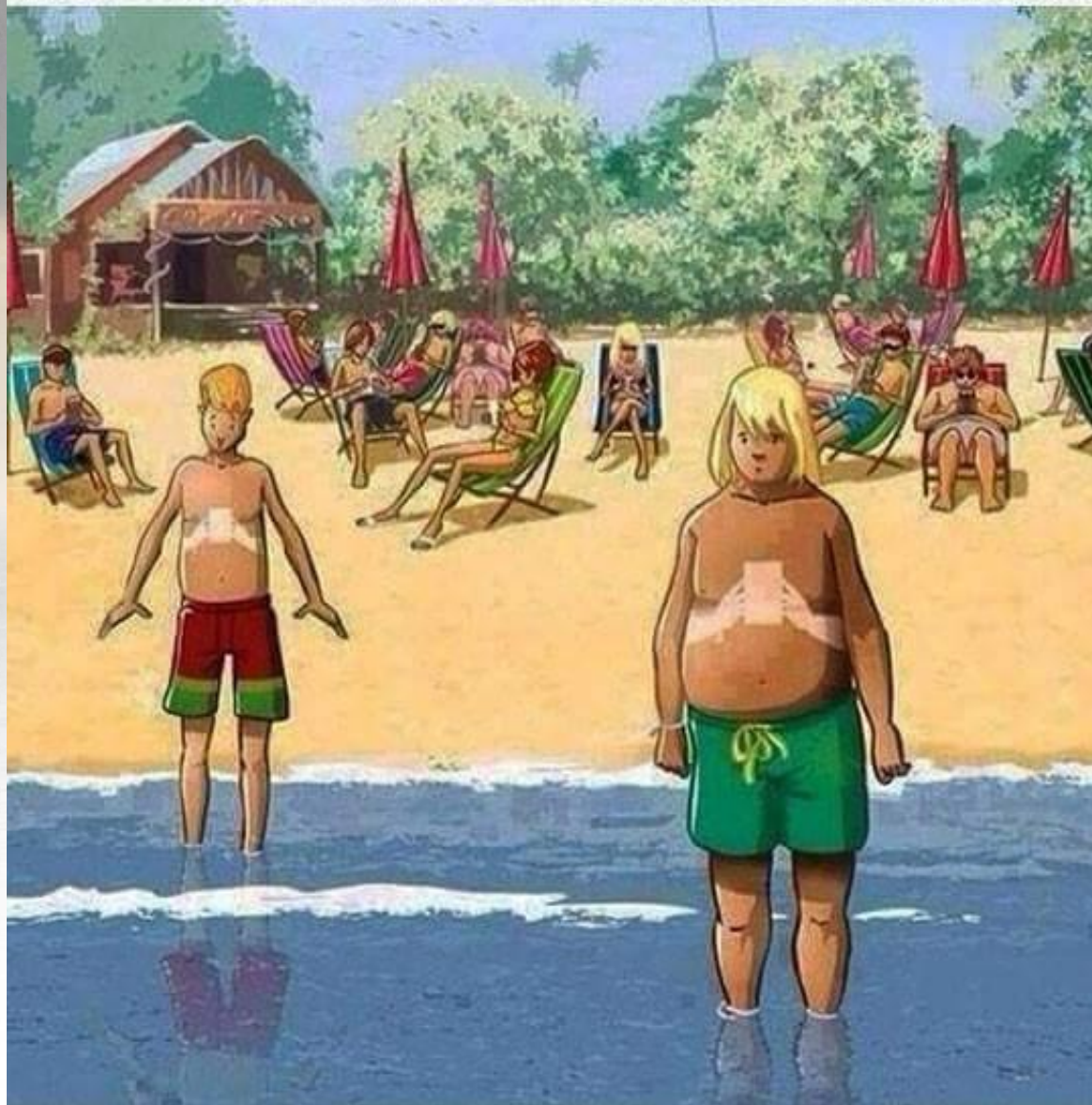
Communicating Climate

Storytelling in the Social Media Age

Greg Romano
Communications Director
National Weather Service



The tan-lines of the next generation...





Our Role


- Tools for the field
 - Graphics
 - Safety/Preparedness Messages
 - Social Media plans
- National Social Media Accounts
- Outreach and Education Events and Activities
- Weather-Ready Nation Ambassadors



Stories that Sell




- Impacts, not forecasts
- Tie outlooks to preparedness actions
- Immediacy

Toolkits



Weather-Ready Nation


National Oceanic and Atmospheric Administration



[Weather Safety](#) [Ambassadors](#) [Education](#) [News & Events](#) [About](#)

Stay Safe This Summer!

#SummerSafety



Summer means vacation, outdoor activities, and fun in the sun! It's a time when families hit the road to visit national parks or distant relatives. The warm months and long days mean that there is plenty of time for baseball games and barbecues. The sultry temperatures practically invite you to take a dip in the pool or ocean.

But don't let the sunny days and warm nights fool you. Summer also holds significant weather hazards. Heat waves can be lengthy and deadly. Lightning deaths are at their peak during the summer. Beach hazards such as rip currents can catch the unprepared. And, it's the start of hurricane season.

This summer, the [National Weather Service \(NWS\)](#) wants you to be prepared for the following weather hazards:

- [Hurricanes](#)
- [Severe Weather/Thunderstorms](#)
- [Heat](#)
- [Lightning](#)
- [Rip Currents and Other Beach Hazards](#)
- [Wildfires](#)
- [Floods](#)
- [Poor Air Quality](#)
- [Drought](#)

But you're not powerless in the face of these hazards. With just a few simple steps, you can become weather-ready. Stay safe this summer: **Know Your Risk, Take Action and Be a Force of Nature.**

Outreach Toolkit

Be a Force of Nature! Help us get the word out about staying safe this summer. The content below is free to share on the web, social media and elsewhere.


Articles

- [Heat Awareness](#)
- [Fighting Wildfires](#)

Social Media Plans




- [Air Quality](#)
- [Drought](#)
- [Heat](#)
- [Flood](#)
- [Hurricanes](#)
- [Lightning](#)
- [Rip Currents/Beach Safety](#)
- [Severe Weather](#)
- [Wildfire](#)
- [Weather-Ready Wednesday](#)
- [Action of the Month](#)

Graphics



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Get Ready for Fall Weather Hazards

#FallSafety



For many, fall brings cool air, trees displaying their brilliant colors, warm apple cider and the crunch of leaves beneath your feet. Fall marks the kickoff of football season and students returning to school. But the season can also bring weather hazards such as strong storms with whipping winds, early season snows and floods.

Don't let dangerous fall weather catch you unprepared! With just a few simple steps, you can be weather-ready for whatever comes this fall.

Here's what you can do:

- 1. Know Your Risk**
 - Check [weather.gov](#) every morning before you leave home to make sure you're prepared for what the weather might bring.
- 2. Take Action!**
 - Learn about the hazards listed below to understand the weather you may experience this fall.
 - Make an [emergency supplies kit](#).
 - Make a [family communications plan](#) for emergencies.
- 3. Be A Force of Nature**
 - Inspire others to take action by showing your friends and family how you are prepared. You can tell them over the phone or in person, or tweet or post about it.

Outreach Toolkit

Be a Force of Nature! Help us get the word out about staying safe. The content below is free to share on the web, social media and elsewhere.

Articles



- [Drought](#)
- [El Niño](#)
- [Virus](#)

Social Media Plans (PDFs)

- [Drought](#)
- [Flood](#)
- [Hurricanes](#)
- [Space Weather](#)
- [Wildfires](#)
- [Wind](#)
- [Winter](#)
- [Weather-Ready Wednesday](#)
- [Action of the Month](#)

Graphics

Safety/Preparedness Messaging

**NATIONAL WEATHER SERVICE**
NATIONAL OCEANIC AND ATMOSPHERIC ADMINISTRATION

HOMEFORECASTPAST WEATHERWEATHER SAFETYINFORMATION CENTERNEWSSEARCHABOUT


Drought Safety


Monitoring, Forecasts

Take Action

Drought Impacts

Types of Droughts





Drought Resources

U.S. Drought Monitor

U.S. Drought Monitor Explained

U.S. Seasonal Drought Outlook

Drought Impacts Report

Wildland Fire Potential Outlook

Billion \$ Weather, Climate Disasters


Food Resilience

Drought Basics, Education

Links and Partners

Drought is a shortage of water over an extended period of time. Droughts are a normal part of a climate cycle. They occur in all climate zones. Drought can be short or span years. There have been at least three major U.S. droughts in the last 100 years. Two of these, the 1930s Dust Bowl drought and the 1950s drought, each lasted 5-7 seven years and covered large areas of the country with devastating results. Although hurricanes and tornadoes are more dramatic, droughts are among the most costly weather related events and the most far reaching. [From 1980–2014, there were 22 drought events with losses exceeding \\$1 billion \(CPI-Adjusted\) each across the United States.](#)

Drought may require safety precautions just like other weather hazards. Dry conditions often lead to brush fires or wildfires. Local officials may ask that you not burn brush or trash during dry conditions and comply with other safety precautions. In extreme fire conditions, officials may issue mandatory evacuation orders to protect your life. Always follow these directives. They could save your lives and the life of your family.



US Dept of Commerce

National Oceanic and Atmospheric Administration

National Weather Service

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Silver Spring, MD 20910

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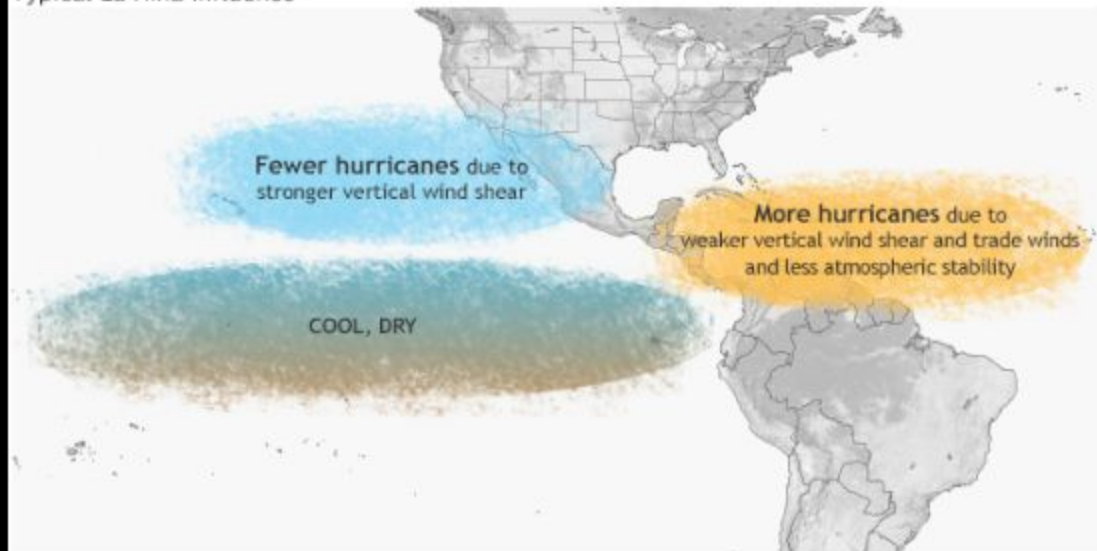
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Comments? Questions? Please Contact Us

Outlooks = Impacts/Preparedness

Typical La Niña influence



Typical influence of La Niña on Pacific and Atlantic seasonal hurricane activity. Map by NOAA Climate.gov, based on originals by Gerry Bell.



U.S. National Weather Service (NWS)

Published by Corey N J Pieper 171

Like This Page · April 14 ·

It will soon be time to bid good-bye to the strong El Niño of 2015-2016. Almost all of the computer models we use for predicting climate are anticipating a transition to La Niña during the second half of this year. So what might La Niña mean for the U.S.?

<https://www.climate.gov/news-features/blogs/enso/april-2016-el-niño-la-niña-update-what-goes-...>

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Ifbert Realmgren Yawn. Was there an El Niño? Here in Southern California, it was business as usual, which means another non-Winter. What did we have. 10-12 days of some rain since



Write a comment...

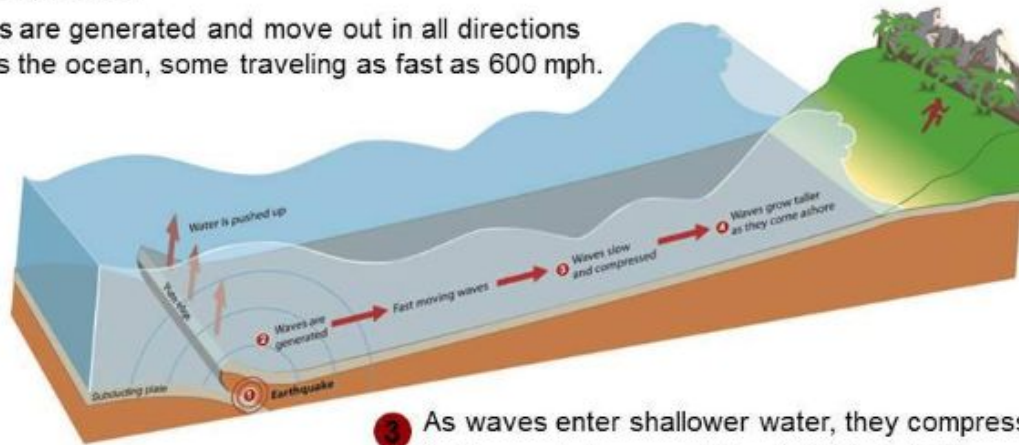


Say it in Pictures

How a Tsunami Works

Most tsunamis are caused by large earthquakes below or near the ocean floor, but they can also be caused by landslides, volcanic activity, certain types of weather, and meteorites.

- 1 A plate shifts abruptly, causing an earthquake, and displacing water.
- 2 Waves are generated and move out in all directions across the ocean, some traveling as fast as 600 mph.



- 3 As waves enter shallower water, they compress, their speed slows, and they build in height.
- 4 The wave height increases, and associated currents intensify, becoming a threat to life and property.

Credit: University of Alaska, modified by NOAA/NWS



U.S. National Weather Service (NWS)

Published by Steve Mikeson

Like This Page · April 1 ·

What is a tsunami? It's a series of waves (not just one) caused by a large and sudden disturbance of the sea. Most tsunamis are caused by undersea earthquakes. There is no season for tsunamis. A tsunami can strike anywhere along an ocean coast at any time and can be very dangerous to life and property. Learn more at <http://www.nws.noaa.gov/om/Tsunami/about.shtml>.

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National Weather Service
weather.gov/tsunamisafety

U.S. National Weather Service (NWS) is Proud to be in Timeline Photos
National Oceanic and Atmospheric Administration

Immediacy



 **U.S. National Weather Service (NWS)**
Published by Steve Mikeson [?] ·
Like This Page · March 17 ·

Plunging waves are the most dangerous type of breaking waves as they can easily slam you into the ocean floor with a lot of force. Many spinal and head injuries are caused this way. Surging waves can also be dangerous as they can easily knock both children and adults over as they rush up and back down the beach. Even small waves can be dangerous. Remember, 'Stay Dry When Waves Are High.' [#SpringBreak](http://www.weather.gov/beach)

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 **Joshua Derrick** I have some close friends of mine who live along both the East and West coasts and they told me that usually the waves are that big when the tides come in and out, whenever there is a strong breeze off of the oceans, and especially when a storm is approaching their

 Write a comment...



 **U.S. National Weather Service (NWS)**
Published by Steve Mikeson [?] ·
Like This Page · March 10 ·


Learn how to stay safe while at the beach during spring break. Check out the Rip Current Survival Guide. <http://oceanoday.noaa.gov/ripcurrentfeature/> #SpringBreak


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[144](#) [Top Comments](#)

26 shares 5 comments

 **Jason Amsk** I'd be pretty safe sitting on that 4 wheeler
[Like](#) [Reply](#) [Message](#) · March 10 at 9:56pm

 **Shane McMillen** Hang on... I think I'm drowning!
[Like](#) [Reply](#) [Message](#) · March 10 at 4:20pm

 **Eva Wendland** 🙏🙏🙏🙏
[Like](#) [Danku](#) [Mazena](#) · March 11 at 9:00am

 Write a comment...

Immediacy



U.S. National Weather Service (NWS)

Published by U.S. National Weather Service [?]

Like This Page · May 2 ·

There have already been 5 deaths this year due to lightning.

Although lightning can strike anywhere, at any time, it's valuable to know where lightning deaths have occurred and what victims were doing when they were struck. Our lightning fatalities statistics page contains all this information. How vulnerable is your area to lightning? (Photo courtesy of Chris Kerr). <http://www.lightningsafety.noaa.gov/fatalities.shtml>

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✎ Edit

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👍 🤔 📢 393

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13 comments



Gabe Petrie If lightning strikes some conductive material, think of a few things:

1. the conductivity of the material, which relates to therefore the remaining reactance of the material (which is interpreted as a resistance) and is really the appreciation of meta... [See More](#)

Like · Reply · Message · May 3 at 12:29am

👤 1 Reply



Write a comment...





Be Aware of Lightning Dangers

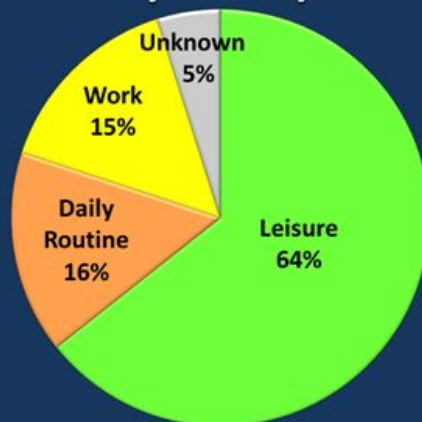
Lightning is among the top 3 storm-related killers in the U.S.

What You Need to Know:

1. *NO PLACE outside is safe when storms are in the area.*
2. *If you hear thunder, lightning is close enough to strike you.*
3. *When you hear thunder, immediately move to a safe place—NOT under a tree.*
4. *Stay there until 30 minutes AFTER you hear the last sound of thunder.*



Lightning Fatalities By Activity




Based on 287 cases from 2006 through 2014

NOTE: Lightning can be destructive! Strikes can ignite wildfires, sometimes in multiple locations.

www.lightningsafety.noaa.gov #LightningSafety



What's Your Story?



What's Your Story?

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